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FM AMEMBASSY LONDON
TO RUEHC/SECSTATE WASHDC 2853
INFO RUEHZN/ENVIRONMENT SCIENCE AND TECHNOLOGY COLLECTIVE
RUCNMEM/EU MEMBER STATES COLLECTIVE
RHEBAAA/DEPT OF ENERGY WASHINGTON DC

UNCLAS SECTION 01 OF 02 LONDON 001605

SIPDIS

E.O. 12958: N/A
TAGS: [BEXP](#) [ENRG](#) [KGHG](#) [KPAO](#) [SENV](#) [UK](#)
SUBJECT: EMBASSY LONDON AND THE "NEXT BIG THING" ON CLEAN
ENERGY

REF: STATE 64364

¶1. (U) Summary: Embassy London will propose septel a major U.S./UK initiative to accelerate technical progress on climate change and clean energy technologies. We will outline a strategy to quickly build on U.S./UK cooperation to achieve economically viable technical solutions in the near to medium term. Here, we take stock of work already underway to advance the President's clean energy agenda, a top interagency priority for Embassy London. Post's Foreign Commercial Service (FCS), Public Affairs, and Environment Sections are working together to promote and publicize America's clean energy economy in the run-up to the Swedish EU presidency and COP-15 in Copenhagen. Post requests EUR support in getting targeted, expert-level public diplomacy materials on the subject, more information on Department of Energy programming, and additional funding for climate-themed exchanges. (End summary)

Public Diplomacy: Full Court Press

¶2. (U) Post's Public Affairs Section is deploying tools such as International Visitor Leadership Programs, Voluntary Visitor Programs, in-house film screenings, panel discussions, press interviews with visiting high-level officials, poster shows at the Embassy, speakers, environmentally-themed representational events at the Embassy and the Residence, and old-fashioned shoe leather to get the word out to companies and people around town. We are also using blogs, YouTube videos, weblinks to IIP eJournals and other environmental materials, "Twitter," targeted emails to businesses and NGOs, and podcasts. Our audiences, including in Scotland and Northern Ireland, are multi-level and diverse.

¶3. (U) We used many of these tools when Energy Secretary Steve Chu visited London in April 2009. Secretary Chu did a press roundtable, did a round of remote television and radio interviews from our in-house media studio, and did on-the-record speeches at the Royal Society and at a Nobel Laureates event on climate change. The resulting press coverage in several different media hit a global audience and did much to re-establish American credibility on climate change.

New Embassy: Nearly a Billion Dollars in Advertising

¶4. (U) One rarely available tool being used by Post is the construction of a new embassy compound, or NEC, with construction expected to start in 2013. We hope to make the NEC the greenest embassy in the world. The NEC will be a showplace for U.S. environmental technologies and programs such as the LEED green building certification system. Post is using every opportunity to promote these goals in the media, with planning authorities, with Embassy contacts, and with the general public. Embassy London is a long-time

member of the League of Green Embassies, and our work on the New Embassy Compound matches up neatly with the Secretary's "Greening Diplomacy Initiative." Years ago, our GSO staff set out to upgrade our lighting, energy, waste management, and water systems and make London the "Greenest Old Embassy" in the world. As a result, we have reduced our carbon footprint by nearly 40% and we recycle paper, glass, plastic, aluminum, CDs, and batteries.

Commercial Promotion of Green Technologies

15. (U) Foreign Commercial Service (FCS) London and five other European FCS posts (Paris, Berlin, Rome, Stockholm and Brussels EU) have jointly decided to focus on an initiative to promote the green-build industry in Europe. The year-long strategy will include a Senior Commercial Officer "Green-Build Road Show" in November 2009 to Pittsburgh, Denver and San Francisco, culminating at the Green-Build Show in Phoenix. This will be followed by a FCS/FedEx Green Technologies Trade Mission to Europe in April 2010. On June 23, FCS organized a kick-off event in cooperation with the National Association of Manufacturers in Washington DC at which the six Senior Commercial Officers spoke via webinar to U.S. construction and environmental association representatives to promote the European Green Build Initiative. FCS London is also promoting U.S. company participation in various European green trade events.

We Follow the Money

16. (U) Post has devoted much effort to understanding the

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financial markets in London that affect the environment, such as the carbon trading market, "green" investment funds, clean energy project developers, insurers for carbon sequestration and forests, carbon accountants, environmental lawyers, and multinational banks that now check environmental liabilities as part of a loan package. Several U.S. firms such as Merrill Lynch, JP Morgan, Citi Group, and Goldman Sachs, plus dozens of smaller firms down to the boutique level, play a huge role in providing financing for clean tech. Expertise in London's financial community will help to design sensible and sustainable financing for climate change solutions that is attractive to the private sector and leverages public finance.

What We Would Like

17. (U) We can have the most impact when we have the best information. We would be grateful for detailed, timely, and relevant information, not only from State but also from the Energy Department about its many clean energy and low-carbon programs, and from Commerce. The UK and much of Europe has a sophisticated, knowledgeable group of NGOs, officials and businessmen who often know as much or more than we do about what is happening in climate change. They are experts, and we need to be able to engage with them on every level.

18. (U) It would be beneficial to have specific data on federal programs, such as detailed dollar amounts, and information about how programs are actually implemented. Points of contact for follow-up are critical. We don't need everything all the time, but regular updates with the latest information on major areas of interest (carbon capture, biofuels, batteries, solar, etc.), with an occasional in-depth perspective, would be very helpful.

19. (U) It also would be useful to have a single source where we can quickly and reliably turn to get the latest information and talking points on the many topics we deal with. Ease of access, brevity, and relevance make all the difference. Information "pushed out" from Washington via

email newsletters to
distribution lists would be ideal. We understand that the
clearance process can be slow, and we can work with
information that carries the gist but isn't ready for public
release.

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